

Rank VIP In Toronto—Product Tops

By JAY L. SMITH

*On The
beam*

This is my first trip to Western Canada in six years, and I must admit I am enjoying every minute of it. After living in Arizona for five years, I am thoroughly acclimated to Western hospitality, and the Western way of life, and as anyone who has ever been out West will tell you, there just isn't anything to compare with Western Living.

Just to show you how generous Westerners are, they even gave me a free plane ride to Regina last Sunday, when I really wanted to get off at Winnipeg. Of course the fact that the wind was blowing at approximately 60 miles per hour, and the snow was so thick you couldn't see two feet in front of you, had a little to do with it, too, but TCA were very broad about the whole affair, even arranging for a berth on the CPR train back to Winnipeg and buying me, and about 100 other passengers from three different flights, steak dinners at the Hotel Saskatchewan.

When I finally did arrive in Winnipeg, and put up at Nate Rothstein's Marlborough Hotel. I found there was no business to be done that day (Monday) no matter how urgent, for Charlie Krupp's Motion Picture Industry Bonspiel was being held that day at the Maple Leaf Rink, and everybody in the film business was at the Bonspiel. In spite of the weather, and it was brutal, there was a record turnout for the Bonspiel, and I learned much to my surprise that Curling had become the national sport in the West.

Winners of the Henry A. Morton Memorial Trophy was the team skipped by Dave Kaufman of the

(Continued on Page 2)

'Play Them Regularly & They Will Pay Off' States Winckles

Kenneth Winckles, Joint Ass't. Mgr. Director of the J. Arthur Rank Organization while in Toronto from England on a short routine business trip informed the Digest that all Rank productions for 1955 would be shot with the VV process and that he, along with all other top officials of the Rank company were convinced that VV gave a better image and was more practicable than any other system in current use. In a special message to Canadian exhibitors Mr. Winckles pledged that JARO's 1955 schedule would top the 1954 line-up, whose "Doctor

5 In B.C. Eligible For FP 25 Year Club

Eligible this year for the Famous Players 25 Year Club in British Columbia are Harry Black, manager of the Capitol and Totem Theatres, Prince Rupert; Albert Foster, projectionist at the Civic, Nelson.

(Continued on Page 2)

(Continued on Page 4)

'No Man Is Ever So Tall As When He Stoops To Help A Child . . .'

The heart of "show business" was laid bare at the Royal York Hotel, February 24 under the capable chairmanship of Chief Barker Harry Mandel and in its exposure at the 5th Annual Graduation Banquet of Variety Village took on a warm glow, best summed up with the closing words of Variety's International Chief Barker, George Hoover, "Remember That No Man Is Ever So Tall As When

(Continued on Page 4)

Keep your eyes onJOHN D. RALPH
(See Page 3)

Win Barron has been named chairman and toastmaster for the Communion Breakfast on Sunday morning, March 27 at the King Edward Hotel, Toronto, which will follow the special 9 a.m. Mass at St. Michael's Cathedral for Roman Catholic people in the entertainment field in the Toronto area.

Hanging Signs By-Law In Full Force By '60

The proposed bylaw for Metropolitan Toronto for the prohibition of projecting business signs, to be effective in January, 1960, contains a number of restrictions concerning illumination of advertising displays as well as a ban on billboards or posters beyond the building line.

The colors of yellow, orange or red, alone or in any combination

(Continued on Page 6)

Fox's 'Untamed' On Sullivan's TV Show

"UNTAMED," which is slated for release in March had a five minute segment of this adventure story on the 'Toast of The Town' TV program, Sunday evening, February 27th.

(Continued on Page 6)

U.S. Dept. Of Commerce Reports 1 Seat For Every 13 Persons

The Canadian theatre building program has kept pace with the Dominion's growing population, and the ratio of seats to population is at present 1 to 13, the U.S. Department of Commerce reported in the course of a special analysis revealing that United States motion picture earnings abroad are estimated to have reached a record high of \$200 million in 1954.

There is a theatre seat for every 42 persons on the globe, the U.S. Commerce Department reported last week.

In the first world-wide survey it

(Continued on Page 3)

Toronto-Peg TV Network By 1956

An announcement is expected shortly from Revenue Minister McCann detailing plans for the establishment of a coast to coast TV network. The announcement according to a report in the Fi-

(Continued on Page 2)

MPIC OF CANADA CIRCULATING PLEDGE TO ALL THEATRES ASKING SUPPORT FOR PUBLIC RELATIONS COMMITTEE. ASK 5c PER SEAT OR CAR YEARLY.

On the Beam

(Continued from Page 1)

North Main Drive-In, Winnipeg. On his team were George Miller, Galaxy Theatre, Kelvington, Sask., Mort Calof, Manager of the North Main Drive-In, and Dave Rothstein of the Rothstein Circuit.

The J. Miles Memorial Trophy was won by the team skipped by Lou Barr, operator at the Capitol Theatre, and consisting of Sam Pearlman, Columbia Pictures, Harry Pyrgrocki, King's Theatre, and Eddy Shell (Columbia Films).

A grand time was had by all, and Charlie Krupp received a vote of thanks once more from the industry for his efforts. Serving on Charlie's committee for the event were Harry Hurwitz, Odeon-Morton Theatres, Libby Bookhalter, Alliance Films, Harold Bishop, Famous Players, and Jimmy Biggerstaff, president of the Projectionist's Union.

Next week I'll tell you all about the Manitoba Motion Picture Association Luncheon, held recently in Winnipeg, at which Don Henshaw was the guest speaker.

TV NETWORK

(Continued from Page 1)

nancial Post will also make public the letting of a contract to Bell Telephone Co. to take the first step in this direction with the opening of a microlink between Toronto and Winnipeg by 1956, and from Montreal to Halifax by 1958.

Speculation is that Bell Telephone Co. of Canada will build the western link from Toronto to Vancouver, while the CNR and CPR jointly will build the Montreal - Halifax section.

Some estimates of construction costs run to \$50,000,000. The system of towers to receive and retransmit microwaves for TV would be leased by the CBC for about \$2,500,000 annually, it is reported.

The microwave system also would be used by the companies building the towers for other commercial purposes.

FIVE IN B.C.

(Continued from Page 1)

son; Dorothy Smyth, cashier at the Capitol, Penticton; Fred Simmons, projectionist at the Capitol, Vernon; and Ellard Williamson, assistant manager of the Capitol, Vernon. Clarence and Ernest Marshall of the Capitol, North Battleford, Saskatchewan, will also become members in 1955.

Odeon Managers Get Quiz Form Part Of 'Better Management't Contest

Jim Hardiman, Odeon's Director of Publicity and his publicity team of Leonard and Mason as part of the current "Better Management Contest" circulated a quiz composed of 26 questions to all of Odeon's managers. First prize was won by Paul Hanner, manager of the Odeon, Guelph. Other prize winners were:

Doug Smith, Mgr., Casino, Halifax; Bernard Nagy, Asst. Mgr., Electra, Montreal; Stewart McGarr, Asst. Mgr., Odeon, Guelph; Wannie Tyers, Mgr., Odeon-Hyland, Toronto; G. W. Spratley, Asst. Mgr., Odeon-Hyland, Toronto; Don Gauld, Mgr., Odeon, Fort William; Al Jenkins, Mgr., Vogue, Vancouver; E. S. Newton, Asst. Mgr., Vogue, Vancouver; Ken Davies, Mgr., Odeon, London; Doug Stevenson, Mgr., Marpole, Vancouver; Frank Marshall, Mgr., Lux, Vancouver; L. Goodchild, Mgr., Christie, Toronto; Bob Hubbard, Mgr., Century, Oakville; Frank Lawson, Mgr., Danforth, Toronto.

1. A recessed display frame with concealed lighting is known as . . .

- ☐ A shadowgraph
- ☐ A readograph
- ☐ A shadowbox

2. When you purchase Gift Book material you should charge this expense to . . .

- ☐ Advertising
- ☐ Supplies
- ☐ Miscellaneous

3. Gross profit from confections sales averages about . . .

- ☐ 30% ☐ 20% ☐ 40%

4. Newspaper lineage is measured in . . .

- ☐ Agate ☐ Picas ☐ Linear

5. When you have the opportunity to take advantage of a discount on an invoice, you should . . .

- ☐ Contact head office for approval
- ☐ Ignore the discount if late in paying
- ☐ Deduct the discount regardless of time limit

6. The major impulse items responsible for making a confections customer out of a movie patron are

- ☐ cigarettes ☐ candies
- ☐ hot dogs

7. When you pay a policeman for Midnight Show duty you should . . .

- ☐ list on your payroll
- ☐ charge to miscellaneous expense
- ☐ charge to advertising expense

8. A "snipe" is . . .

- ☐ a break in the film
- ☐ an addition to a trailer
- ☐ a strip posted on a sign

9. Popcorn does not contain

- ☐ calories ☐ proteins
- ☐ minerals

10. A customer says he has seen the picture. Do you . . .

- ☐ Cheerfully refund his money
- ☐ Issue him a pass
- ☐ Tell him where to go????

11. When a patron returns a candy bar, the counter attendant . . .

- ☐ asks if it was purchased in the theatre
- ☐ calls the manager
- ☐ assumes the customer is always right

12. A parked car blocks your exit door. Your first step is to . . .

- ☐ Inform the police
- ☐ Move the car
- ☐ Try to find the owner

13. A theatre screen is perforated to . . .

- ☐ improve air circulation
- ☐ give better light refraction
- ☐ improve the quality of the sound

14. An in/et valve is to be found in the theatre in every . . .

- ☐ boiler tube
- ☐ toilet cistern
- ☐ vacuum cleaner

15. In the event of a fire breaking out in the theatre, the principal duty of the staff would be to . . .

- ☐ sell ice cream to the patrons
- ☐ put out the fire
- ☐ prevent panic

16. The screen you would select to reproduce a photograph in a newspaper is . . .

- ☐ 20 ☐ 60 ☐ 140

17. The new film technique which requires the camera to photograph horizontally is known as . . .

- ☐ three-dimmsion
- ☐ VistaVision
- ☐ CinemaScope

18. The origin of the name "ODEON" is from . . .

- ☐ An ancient Greek theatre
- ☐ J. Arthur Rank Organization
- ☐ The latin verb 'to see'

19. In the interests of fire safety, film should be stored overnight in . . .

- ☐ projector magazines
- ☐ film cabinets
- ☐ assistant manager's office

20. The amount of light reflected from the screen is measured in . . .

- ☐ candlepower
- ☐ ohms
- ☐ lumens

21. If your candy girl runs out of a particular item at the counter and has not had time to replenish the stock from the store, she should . . .

- ☐ Sell the patron something else
- ☐ send for the manager
- ☐ Tell the patron to come back later

22. You should ask your newspaper for a proof of your ad to . . .

- ☐ Furnish proof that the ad appeared
- ☐ Make any necessary corrections
- ☐ See who appears in the film

23. A "change-over dot" is used . . .

- ☐ In compiling boxoffice receipts
- ☐ to darken light tones in newspaper ads
- ☐ to indicate the end of a reel

24. Th JARO man who beats the gong is . . .

- ☐ Primo Carnera
- ☐ Bombadier Billy Wells
- ☐ Jack Hawkins

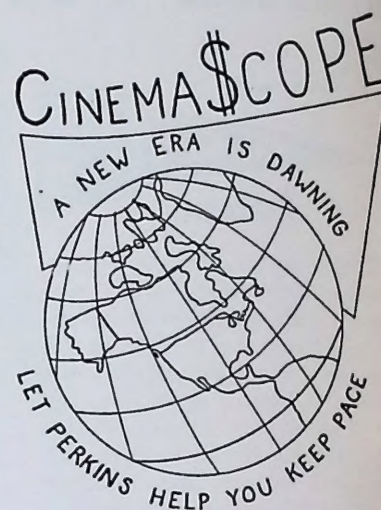
25. Consultant for the Technicolor process is . . .

- ☐ Walt Disney
- ☐ Natalie Kalmus
- ☐ J. Arthur Rank
- ☐ Thomas Edison
- ☐ Madame Curie
- ☐ William Friese-Greene

New Film Program On CHUM, Toronto

Phil Stone, veteran sports and promotion director of radio station CHUM, Toronto, has added the role of show business editor. Stone has two daily shows bearing on show-business; "All Eyes and Ears," heard from 11.45 to 12 noon on which he gives notes about people; interviews a show-business personality; and plays a top show tune. "In Town Tonight," in which he lists attractions at Toronto theatres and plays music from the movies, heard from 12.30 to 1 p.m. Stone also writes a show-business column for Ontario weeklies and a daily column about people, including main reference to show-business, in the Toronto Telegram.

NEW LOOKS ARE INVADING DRIVE-IN THEATRES



- ANAMORPHIC LENSES (Fixed or variable)
- PREFABRICATED SCREEN TOWER OR WIDENING WINGS
- LIVEN YOUR SCREEN WITH R.C.A. CINEMAPLASTIC SCREEN COATING
- R.C.A. IN-A-CAR SPEAKERS WITH SUPER SAFE CABLE
- LARGER ARC LAMPS AND POWER SUPPLY FOR CINEMASCOPE DRIVE-IN
- EXTEND YOUR SUMMER BUSINESS AND GET EXTRA REVENUE WITH ARVIN IN-CAR PORTABLE HEATER

For full particulars concerning drive-in or in-door theatre phone any of our offices and a trained technician will call at your convenience

PERKINS

ELECTRIC COMPANY LTD.

Montreal
Moncton

Toronto
Vancouver

Buffalo, N.Y.

Hamilton Spectator Increases Film News

The Hamilton Spectator is the latest newspaper to devote increased news coverage to films and theatres, particularly on Saturdays, when a three-page spread for amusements is featured. In the section for Feb. 19, no less than 11 illustrations of stars and film scenes were used along with picture reviews and news features including Hollywood gossip.

Loew's Theatre Div.

Marcus Loew's Theatres, Ltd., has declared a dividend of \$1, payable on March 31 to shareholders of record on March 10.

NEW COLUMN WIDTH

Calgary Herald is reducing its column width to 11½ ems with the use of a six-point column rule. New policy is effective May 1.

Keep Your Eyes On

JOHN D. RALPH

A well known personality in film circles in Canada Jack Ralph has come home after a five year stay in England, to take active charge of J. Arthur Rank's new film venture in Canada, the J. Arthur Rank Screen Advertising Services of Canada Ltd.

Jack Ralph has had wide experience in film production, TV., and business administration, beginning his career with Cockfield Brown & Co., Montreal, and then moving to the Bell Telephone Co. where he was in charge of financial methods.

Before the last war he entered the field of commercial radio as commentator and script-writer and later joined the National Film Board as Production Secretary and Director of Distribution.

He left the National Film Board in 1948 and was appointed to the Organizing Committee of the Festival of Britain as member in charge of representing Film and Television at The Exhibition in 1951. For his pioneer work which included the first public presentation of third dimensional films with stereophonic sound, he was awarded the M.B.E.

Mr. Ralph has returned to Canada trained and experienced in the methods used so successfully in Britain in the exhibition of screen commercials in theatres, to take up the appointment as Vice-President of the new Company. L. Brockington is President of the new firm.

Across the Country

Toronto and District

The College Theatre, Brantford, adopted a policy of foreign and art pictures in the playing of a series of attractions including "Skanderbeg," "Young Chopin" and *La Forza del Destino*. The College is operated by Borlak and Schachar.

Mayor Nathan Phillips of Toronto has intimated that construction of the long-proposed Toronto Civic Square will get under way after the municipality acquires possession in March of the properties in the block to the West of the city hall which have been expropriated for the purpose. One of the structures is understood to be Shea's Theatre.

The Famous Players' Palace Theatre at Windsor enjoyed a jump on Toronto in the matter of bookings when it opened with "The Bridges at Toko-Ri" on Feb. 21. The production had previously been given an advance trade screening at the Nortown in Toronto.

Maritimes

The past was re-born for a brief time one evening last week in the town of Amherst, Nova Scotia in a novel Advertising stunt by Manager Ed Mullis. A real live Knight roamed the streets, sword in hand and dressed in the armour of his day. He also visited dance halls, card parties, bingo games and a basketball game. At his side in place of a shield was a placard advertising the CinemaScope movie "KNIGHTS OF THE ROUND TABLE" which was playing for three days at the local 'Paramount' theatre. Artist Basil Cloney designed the suit patterned from the movie.

Mr. Frank Vaughan, Canadian General Sales Manager for J. Arthur Rank productions was a visitor in Saint John last week.

Mr. John Gherke, Assistant-Manager of the F. G. Spencer Company Limited theatres in Truro, Nova Scotia has been appointed Assistant District Commissioner for Colchester County, Boy Scouts. Well qualified for this important post, Mr. Gherke joined the Scout Movement as a boy in Inverness. Later he was chosen for the position of Scout-master at Truro's 15th Troop. During the past Summer he attended the Gilwell Training Course at Camp Eureka where he received expert training from Doctor Hopper of Moncton, Executive Commissioner for New Brunswick and other top Canadian Scouters.

In his new position Mr. Gherke will be working under the leadership of Dr. 'Big Jim' McLeod, Colchester County's popular Commissioner who has been a big factor in the growth of scouting in the Truro area during recent years.

Vancouver

Theatres in two B.C. mining towns have closed, leaving the area without amusements. They are the formerly gold mining towns of Premier and Stewart. In Alberta, two coal mining towns, Cadomin and Nordegg are without movies since the railroads quit using coal. Eight B.C. theatre were closed in 1954 with four in Vancouver.

Four drive-in operators, Frank Soltice, Pines, Penticton; Bill Boyd, Kelowna; Walter Mead, Paramount, Burnaby and Les Young, New Westminster, were on film row doing their buying and booking for the new season. Most ozonores are going wide screen for 1955.

Local Visitors are J. J. Fitzgibbons, President of Famous Players; Bob Eaves, Western district manager of FPC, and Jack Fitzgibbons of Theatre Confections Ltd. Doug Rosen, head of International Film Distributors and his sales manager, Jack Bernstein, also in for a visit with Lou Segal, B.C. branch manager.

Dave Borland's Dominion went CinemaScope and Wally Hopp's International-Cinema, has installed a wide screen.

1 FOR EVERY 13

(Continued from Page 1)

has undertaken for the motion picture industry since 1951, the Department confirmed Hollywood's claim to dominance of world motion picture screens.

The Canadian statistics reported were 1,795 theatres in 1951 with 930,161 seats and for 1955, 1,963 theatres with 1,020,000 seats an increase of 17.7% and 20.8%. Drive-ins for 1951-66 and in 1955-229. U.S. screen time in Canadian theatres is reported as 75%.

In a statistical breakdown of the ratio of motion picture theatre seats to population the Commerce Department said there were seats for 56,745,451 persons in 108,537 motion picture theatres in 120 countries and territories of the world. The figures indicate an increase of 8,994 theatres and 2,637,000 seats over 1951. The figure of 42 persons for every seat in 1954 compares with 44 to each available seat in 1951.

The U.S. Commerce Department's bureau of foreign commerce said that increased exports of high quality films coupled with the expansion of theatre facilities, had been largely responsible for the record earnings. The survey showed that the largest increase in theatre facilities occurred in Europe.

New large-screen projection techniques, now being introduced in foreign countries at a much accelerated rate, also were a contributing factor in increased business for American films abroad, it was added.

Although challenged as the world film capital by Rome, Paris, London and Berlin, Hollywood still dominates the screens of the world, according to the report. The government estimates that at least 68 per cent of the time foreign motion picture screens are in use they are exhibiting American films. The latest figure, however, reflects a decline from a level of 74 per cent in 1951.

The Commerce Department reported also that the United States stood sixth in the ratio of theatre seats to population. According to U.S. government figures there is one seat for every 14 persons in the U.S.A. This compares with one for every 7.5 persons in Australia and New Zealand, one for every 11 persons in Italy, one for every 12 persons in the United Kingdom and one for every 13 in Canada.

WINCKLES

(Continued from Page 1)

In "The House" and "The Kidnappers" brought the welcome jingle of big grosses to many Canadian box-offices.

"The Canadian Exhibitor" stated Mr. Winckles, "will have a better year, in '55, especially if he loses his fear of the ogre TV and presents an active and confident front to the movie-going public. My opinion," continued Mr. Winckles, "is based on the general quality of the product from every studio, but particularly on my own viewing of many of JARO's '55 'bonanza's.' Play them regularly and they will pay off."

During the interview, Mr. Winckles confirmed the trade reports that the Rank Organization had not dropped its plan of securing its own outlets in the USA and will continue to seek theatres, on a long term policy, to solve the problem of bringing JARO films to the American public. "Our films," stated Mr. Winckles, "can compete on equal terms with any others in the world, and our '55 releases will solidify this belief, not only to ourselves, but to thousands of exhibitors, here and in the United States."

Much of the success of Rank's features, he continued, "was due to the originality of the story and to the greater freedom provided the producer and director in England, who select their own subject and are given no interference, once the production has been okayed. Questioned as to the use of stereophonic sound or other new sound processes, Mr. Winckles reported that the Rank Organization after much testing had found no appreciable difference as far as the public was concerned, and therefore were not introducing any of the new processes, including Perspecta Sound in the production of their films or into their theatres.

In concluding, he confirmed earlier reports that Rank's first VV production, "Value For Money" would receive an early fall release but denied US trade paper reports that John Davis was on his way to Canada. Mr. Davis was in New York two weeks ago, and was back in England before, he himself had left for Canada.

LUMBER WORKERS FILM

Lew Parry Film Productions, Vancouver are now shooting scenes on the premises of mill members of the BCLMA. The hour long 16 mm color film is expected to be ready by spring. It will be seen by an anticipated 770,000 viewers at 400 showings.

NO MAN SO TALL

(Continued from page 1)

He Stoops To Help A Child."

\$600,000 later, the sum that Tent 28 has raised to date for the support of the Village, the 83rd graduating student of Variety Village, Donald Manners and the valedictorian for the class of 1954-55 drew the loudest applause of the evening with his emotion packed thank you to Variety Club, Tent 28.

"Variety Village has given us something no other school has been able to accomplish, and that is hope for the future," said Manners, who, at the age of five was stricken with polio, and whose later troubles included both rheumatic fever and a broken leg. "We soon forgot our troubles," he added.

"A door opened up into something that never before seemed possible," he said, recalling the day in 1953 when he was admitted to the vocational school for crippled children.

"I am proud of the fact that I can work with other people and can stand on my own two feet," said the valedictorian. "We at Variety Village have found security in our work, and I want to say to the present students: your time is not far off when you will join us."

Earlier, Premier Frost told the graduating students they were the "important guests" at the dinner, "the real inspiration of this affair." He urged them never to feel sorry for themselves, and added that nobody excels in everything.

"You can excel in things of the personality and of the mind," he said.

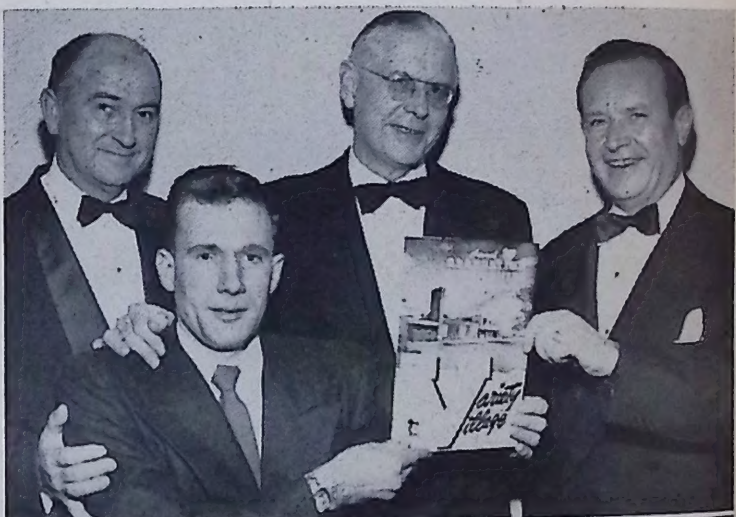
The Premier also praised the Variety Club for its work in giving handicapped children "an opportunity to serve our communities, our country, and, indeed, to serve humanity."

George Hoover, "International Chief Barker of Variety Clubs, came to Toronto from Miami to attend the graduation and to address the 12 boys. He spoke of the work of Variety Clubs in other cities and disclosed that he, too, knew what handicap meant. In 1924, he said, he was one of four men to survive an explosion on a U.S. Navy battleship which took the lives of 57 others. His injuries were many and serious and his recovery took a long time.

Mayor Phillips brought greetings and congratulations from the city, and paid tribute to the Variety Club for its "great contribution to building up good citizenship."

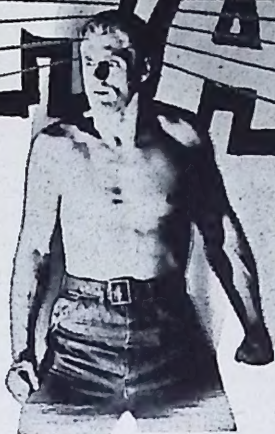


MGM DETROIT WORKSHOP ATTENDED BY CANADIAN CONTINGENT. Top, left to right: Garfield Cass, MGM Toronto Branch Manager, Chet Friedman, MGM's Canadian Director of Advertising, Emery Austin, Exploitation Division in New York and Charles Deltz, MGM's Press Rep. in Detroit. Bottom: The Famous Players delegation who attended the one-day Workshop session in the Hotel Statler, Detroit.



VARIETY CLUB, TENT 28, 5th ANNUAL VARIETY VILLAGE GRADUATION DINNER. Top, left to right: George Hoover, International Chief Barker, Premier Frost, Chief Barker Harry Mandel and Don Manners the Valedictorian. Bottom, Chief Barker Harry Mandel, Toronto's Mayor Phillips and Premier Frost with a group of the graduating class.

"UNCHAINED!"



A HALL BARTLETT PRODUCTION



WARNER BROS. PRESENT



As daring and different
a drama of a man of violence
as has ever gripped a
motion picture audience!
Among the year's big
entertainment surprises
surely this one will
be the hardest-hitting!



THE REAL-LIFE STORY THAT CAUSED A SENSATION IN **READER'S DIGEST!**

STARRING **ELROY HIRSCH · BARBARA HALE · CHESTER MORRIS · TODD DUNCAN** INTRODUCING **TODD DUNCAN** WITH **JOHNNY JOHNSTON** ALSO STARRING **TIM CONSIDINE**
Suggested by the Life and Work of Kenyon J. Scudder and by his book **PRISONERS ARE PEOPLE** Music Composed and Conducted by Alex North **WRITTEN AND DIRECTED BY HALL BARTLETT** PRESENTED BY **WARNER BROS.**

UNTAMED

(Continued from Page 1)

In Canada, Ed Sullivan's 'Toast of The Town' was seen on the following television stations:

February 27th — CBLT, Toronto; CBOT, Ottawa; CBMT, Montreal, CFPL-TV, London; CKCO-TV, Timmins, CFCM-TV, Quebec City,

On March 13th—CBUT, Vancouver; CKCK-TV, Regina; CFPA-TV, Pt. Arthur; CKSO-TV, Sudbury; CFRN-TV, Edmonton; CBHT, Halifax; CHCT-TV, Calgary; CBWT, Winnipeg.

On March 20th—CHSJ-TV, St. John; CJCB-TV, Sydney; CFQC-TV, Saskatoon; CKCW-TV, Moncton; CKX-TV, Brandon; CJIC-TV, Soo.

HANGING SIGNS

(Continued from Page 1)

would be prohibited if a sign is within 300 feet of a traffic light if they conflict with the traffic signal. The illumination of signs within the 300 feet by means of flasher lighting, reflector buttons or luminous paint would also be banned, according to the recommendation of the Metropolitan Commissioner of Works and Roads.

Signs of the facial type cannot be projected more than 18 inches over the street line, it is also stated.

Crawley Opens TV Div. In Toronto Office

Crawley Films Limited has announced the opening of their new Television Division in Toronto on March 1st. It will be located at 21 Dundas Square.

The establishment of the Television Division, a major extension of present facilities, has been planned by Crawley's for many months.

It coincides not only with the coming-of-age of television in Canada (close to 1,400,000 sets now in operation) but also with the opening of Crawley's vastly expanded production and laboratory facilities in Ottawa.

Planned to cope with all types of TV film production, the new Division will specialize at the outset on the preparation of TV commercials and is being headquartered in Toronto.

The new department will be headed by Quentin Brown who has been Crawley's Production Manager for the past three years. When he joined Crawley's over seven years ago, Mr. Brown brought with him a wide experience in business, advertising and the theatre.

Paramount Dividend

The Board of Directors of Paramount Pictures Corporation have voted a quarterly dividend of \$.50 per share on the Common Stock payable March 15, 1955 to holders of record March 4, 1955.

Krendel In 'Ballyhoo' Invokes The Bard

"To borrow from the ageless philosophy of the late Bard of Avon... one Will Shakespeare... 'Some are born great, some achieve greatness, and some have greatness thrust upon them...' A most astute observation, and since it is now in the public domain, I have no hesitancy in borrowing it for a moment or two..."

"I don't think any of us were born to our jobs... we were not pre-destined to take our places in the industry we are proud to be a part of. Nor, do I venture to say, did you or I have our jobs thrust upon us... beaten over the head... coaxed or threatened to drive in and thrash around to keep our heads above water in this mad whirl which is Showbusiness..."

"It is reasonable to assume then, that we... you and I, achieved our present status, be it managers, department heads or what have you... by dint of effort properly expended, hard work, and the experience gained over many, many years... We got into this business because we wanted to... it held a certain attraction, a fascination, a glamour we wanted to become a part of... It was Showbusiness... and we must have had a spark of showmanship in us even then... That's why, my friends we are still around."

"Let's stick around for a long time to come... let's do it by re-indoctrinating ourselves with the basic, underlying principles of our work and our business... at regular intervals... Let's keep right on top of everything that is happening from day to day... Let's SELL

ourselves... our company, our industry... to the communities we service. Let us be SHOWMEN."

"We may not have been born to this business, or had it thrust down our throats... but we're in it. Let us prove that whatever we had achieved to date, we did ourselves... through a love of the business, and by just being good and honest showmen."

In short... let's keep BALLYHOOIN'." Dan Krendel.

TOA's Starr Speaks In Montreal, Mar. 23

Preliminary details in the proposed affiliation of the Theatre Owners of Quebec with the Theatre Owners of America are expected to be finalized on March 23 when Alfred Starr, the chairman of the executive committee of the TOA, will address the Montreal exhibitor group at its first annual convention at the Mount Royal Hotel.

E. N. Tabah, president, and J. H. Strauss, members of the executive committee of the Quebec TOA, attended the mid-winter board meeting of TOA in Washington two weeks ago to institute initial discussions on the affiliation.

ASSIGNMENT CHILDREN

President Eisenhower, Mrs. Eisenhower and guests attended a special White House preview of "Assignment Children," and following the performance praised the Danny Kaye film as a great patriotic contribution.

"Assignment Children" was made by Kaye and Paramount Pictures as a film record of the star's recent global trip on behalf of the United Nations International Children's Emergency Fund (UNICEF).



MANITOBA PIONEERS HOLD 3rd ANNUAL BONSPIEL. Top, left to right: Harry Hurwitz, Charlie Krupp, Libby Bookhalter and J. Biggerstaff. Bottom, left to right: the winners of the Henry Morton Memorial Trophy, Dave Rothstein, Mort Calof, G. Miller, Dave Kaufman and Paul Morton presenting the trophy.

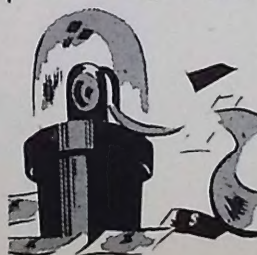
AMUSEMENT STOCK QUOTATIONS

1954-55		For Week Ending February 26, 1955		Sales		High		Low		Last		Net	
High	Low	Stock & Divid.	in Dollars	100s								Change	
TORONTO STOCK EXCHANGE													
28 3/4	19	Fam. Players 1.60x		27	28 1/2	28	28 1/8						
N.Y. STOCK EXCHANGE													
27 3/4	14 1/2	Am. Br-Par		220	27 1/2	26 3/4	26 3/4					- 1/2	
39 1/4	19 3/4	Col Pict 1 1/4r		74	37	34 3/4	35					- 1	
18 1/4	9 1/4	Decca Rec .70		105	16 1/8	15 3/8	15 3/8					- 3/8	
22	13 1/4	Loew's .90e		359	20 5/8	19 1/2	19 3/4					- 1/2	
40 3/4	26 1/2	Para. Pict. 2		98	39 1/4	38 1/8	38 1/4					- 1/4	
7 1/4	3	Republic Pictures		71	7 1/2	7 1/8	7 1/8					+	1/4
8 3/4	2 3/4	RKO Pictures		75	8	7 3/4	8					+	1/4
10 1/4	4 1/2	RKO Thea. .20g xd		62	9 3/8	9 1/8	9 3/8					- 3/8	
22 3/4	11 1/8	Stan. War. .85e		53	21 1/4	20 3/4	20 3/4					+	1/8
31 3/4	18 1/4	Twent. Cen. 1.60a		324	29 7/8	28 3/8	28 3/4					- 1	
32 1/4	18 1/2	Univ. Pict. 1a		20	29 3/8	28 3/4	28 3/4					+	1/4
21 1/8	13 3/8	Warn. Bros. 1.20		62	19 1/8	18 3/4	19 1/8					+	1/4
AMERICAN STOCK EXCHANGE													
6	3 3/8	Allied Art. .10g		57	5	4 3/8	4 3/4					- 1/4	

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	
Skyway Drive-In Theatre	1.25	\$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.50
Loew's Thea.	101	105
United Amuse. A	10	12

Quotations, Courtesy of
J. H. CRANG & CO.
40 Adelaide W., Toronto



Chatter... That Could Matter!

By MAX CHIC

Shea's Theatre, Toronto and its manager **Len Bishop** can relax, as city officials announced that the theatre would not be demolished until 1957... surrounding blocks are being cleared starting March 31 to make room for the new civic square... **Murray Sweigman's Theatre Posters** still handling the sale of the **SuperScope** lenses... but at the new price of \$595.

Don Summerville, manager of the **Prince of Wales Theatre**, Toronto and the only film man on city council is waging a fight to overcome the new regulations planned for over-hanging signs... his fight is being supported by a group of 44 organizations spearheaded by the **Assoc. of Canadian Advertisers**... **Arch Jolley** is on the cttee, and was present when 3,200 petitions were presented to the **Roads Commission** protesting the new by-law.

Ed Kingsley of **Kingsley International** was in Toronto to meet with **Leslie Allen** of **Cardinal Films** re the distribution of "Court-martial" starring **David Niven** and produced by **Anthony Asquith**... all **Cardinal** product is handled by **JARO**... **Peterborough's** TV station due to kick off on March 21... **Ken Leach** is on his way to Las Vegas and Palm Beach while **Frank Kershaw** is back home from a similar trip.

Peter Myers reports that all **Famous Players Drive-ins** are installing **CinemaScope** and have signed with **Fox** for their product... **Ken Carey**, **NFB** is preparing a report for the May issue of a US magazine on Canadian Film Production and would appreciate any information that can be sent to him in care of the **Film Board**, Ottawa... **Allied Artists Playdate Drive** got added impetus with the conclusion of a deal with **Famous Players** and **Odeon** circuits.

Wm. Tuttle, Director of Make-Up for **MGM** in Hollywood in Toronto for a busy two days of lunching with the press, a demonstration at **Forest Hill Highschool**, radio and TV appearances and guest of honor at **Eaton's** kick-off "Tea Time Topics" a new weekly event... 250 women representing all of Toronto's women's groups were guests at the tea.

Ed Sullivan to be top star at this year's **CNE**... changes coming in **ASN** personnel... first one is **Doug Skene**.

Schwalberg Resigns From Paramount Pics

Alfred W. Schwalberg has submitted his resignation as president of the **Paramount Film Distributing Corporation**. It is understood that Mr. Schwalberg plans to become associated with the film producing company organized by **Paul Gregory**. The producer recently completed his first movie venture, "Night of the Hunter," directed by **Charles Laughton** and starring **Robert Mitchum**.

Mr. Schwalberg, who has held executive sales positions in the film industry for more than twenty-five years, joined **Paramount** in 1948. The next year he was appointed general sales manager and in 1950 was elected president of the distributing company.

Barney Balaban, president of **Paramount Pictures Corporation**, made the announcement.

In his statement, Mr. Balaban thanked Mr. Schwalberg for his contribution to **Paramount's** position of leadership in the industry. "Mr. Schwalberg is one of those

rare people," he said, "with the capacity to inspire affection and respect from everyone in our industry. I feel a great loss in Mr. Schwalberg's leaving, but as a friend both on the personal and the business levels, I should not stand in the way of his decision. I understand that in his new association Mr. Schwalberg will have greater scope for his unique personal qualities."

Mr. Schwalberg will remain at **Paramount** for the next four to six weeks, until the world premiere of **Paramount's** **VistaVision** feature, "Strategic Air Command" at the **Paramount Theatre** in New York.

Dandridge For Fox

Dorothy Dandridge, nominated as one of five candidates for the best actress award by the **Academy of Motion Picture Arts and Sciences**, has been signed to a term contract by **Twentieth Century-Fox**. The singer-actress got into the "Oscar" race by her performance in "Carmen Jones," produced independently by **Otto Preminger** and released by **Fox**.



Bette Davis returns to Hollywood, after an absence of three years, to portray the role of **Queen Elizabeth** in **20th-Fox's** production of "Sir Walter Raleigh." **Dirk Bogarde's** 21st picture for **JARO** will be "Doctor at Sea."

Angela Stevens, TV actress, signed by **UA** for supporting role in "The Brass Ring," which features **Farley Granger** and **Anthony Quinn**. **Columbia's** "New Orleans Uncensored," opens March 11th.

Dimitri Tiomkin after completing his music scoring of "Strange Lady in Town," at **Warners**, is resuming his work on "Land of the Pharaohs" on the same lot. **Republic's** "The Texas Legionnaires," before the cameras and set for three weeks of filming in Texas, stars **Sterling Hayden** and **Anna Maria Alberghetti**.

MGM cast **Walter Pidgeon** to portray role of scientist in their science fiction picture "Forbidden Planet," which is scheduled for early production. **Win Min Than**, Burmese beauty who made her debut in **JARO's** "The Purple Plain," appeared in the audience of the **Ed Sullivan Show**, Sunday, Feb. 27th.

Cast and crew of **Warner's** "Jagged Edge," on location in **Lone Pine, Calif.** Film star **Anna Mag-nani** returns to Italy after completing her stint in **Paramount's** "The Rose Tattoo."

JARO adds **Jean Carson** to cast of their forthcoming **VistaVision** film "An Alligator Named Daisy," co-starring **Diana Dors** and **Donald Sinden**. PA tour completed by **Robert Wagner** to publicize **20th-Fox's** C'Scope drama "White Feather," in which he is top-cast with **John Lund** and **Debra Paget**.

Paramount has completed negotiations for world-wide distribution of picture based on the **Tolstoy** novel "War and Peace," to be produced by **Carlo Ponti** and **Dino de Laurentiis** and directed by **King Vidor**.

MGM assigns screen newcomer **Roger Moore** lead opposite **Lana Turner** in their production "Dianne."

Turnabout for **Phil Harris** who will play dramatic role in **Paramount's** forthcoming musical extravaganza, "Anything Goes."



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
4th wk. 20,000 Leagues Under the Sea (E-U) C'Scope and Tech. with Kirk Douglas.

SHEA'S
3rd wk. Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

ODEON
Timberjack (E-U) Trucolor with Sterling Hayden and Vera Ralston.

HYLAND and CHRISTIE
3rd wk. Lease of Life (JARO) Eastman Color with Robert Donat.

LOEW'S
Jupiter's Darling (MGM) C'Scope and Color with Esther Williams and Howard Keel.

UPTOWN
2nd wk. Six Bridges to Cross (E-U) with Tony Curtis and Julie Adams.

UNIVERSITY and EGLINTON
2nd wk. Silver Chalice (WB) C'Scope and WarnerColor with Virginia Mayo and Lorne Greene.

DOWNTOWN
Shield for Murder (UA) and Jesse James' Women (UA).

MONTREAL

CAPITOL
"Phffft" (Col.) with Judy Holliday and Jack Carson.

LOEW'S
2nd wk. Deep in My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

PALACE
2nd wk. 20,000 Leagues Under the Sea (E-U) C'Scope and Tech. with Kirk Douglas.

PRINCESS
The Black Knight (Col.) Tech. with Alan Ladd and Patricia Medina.

KENT
2nd wk. The Sea Shall Not Have Them (JARO) with Michael Redgrave.

WINNIPEG

CAPITOL
3rd wk. Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

MET
The Bridges at Toko-Ri (Para.) Tech. with Wm. Holden and Grace Kelly.

ODEON
Vera Cruz (UA) SuperScope and Tech. with Gary Cooper and Burt Lancaster.

GARRICK
The Glenn Miller Story (E-U) Tech. with James Stewart and June Allyson.

CALGARY

CAPITOL
20,000 Leagues Under the Sea (E-U) C'Scope and Tech. with Kirk Douglas.

PALACE
Tonight's the Night (AA) Tech. with David Niven.

UPTOWN
The Silver Chalice (WB) C'Scope and WarnerColor with Virginia Mayo

GRAND
Meet the Keystone Kops (E-U) with Abbott and Costello.

VANCOUVER

CAPITOL
20,000 Leagues Under the Sea (E-U) C'Scope and Tech. with Kirk Douglas.

VOGUE
2nd wk. The Far Country (E-U) Tech. with James Stewart and Ruth Roman.

ORPHEUM
Bad Day at Black Rock (MGM) C'Scope and Color with Spencer Tracy.

STRAND
Trouble in the Glen (E-U) Color with Victor McLaglen.

DUNBAR
The Beachcomber (JARO) Tech. with Glynis Johns and Robert Newton.

ST. JOHN

PARAMOUNT
2nd wk. 20,000 Leagues Under the Sea (E-U) C'Scope and Tech. with Kirk Douglas.

STRAND
Six Bridges to Cross (E-U) with Tony Curtis and Julie Adams.

CAPITOL
They Rode West (Col.) and The Bamboo Prison (Col.).

STRAND
Lease of Life (JARO) Eastman Color with Robert Donat.

"A SHOCKER!" EDWARD G. ROBINSON OUTDOES HIS 'LITTLE CAESAR'!"

—N. Y. JOURNAL AMERICAN

"Suspenseful, exciting!"

—N. Y. Daily News

"Good fast action!"

—Hollywood Reporter

"Extremely taut!"

—N. Y. Times

"Sizzling suspense!"

—Showmen's Trade Review

"Robinson has never been more
ferocious and ruthless!"

—World-Tel. & Sun

"Absorbing, suspenseful, grim!"

—Independent Film Journal

"Gripping Thriller!"

—Daily Mirror

"Suspenseful...hard-hitting!"

"Fresh and convincing!"

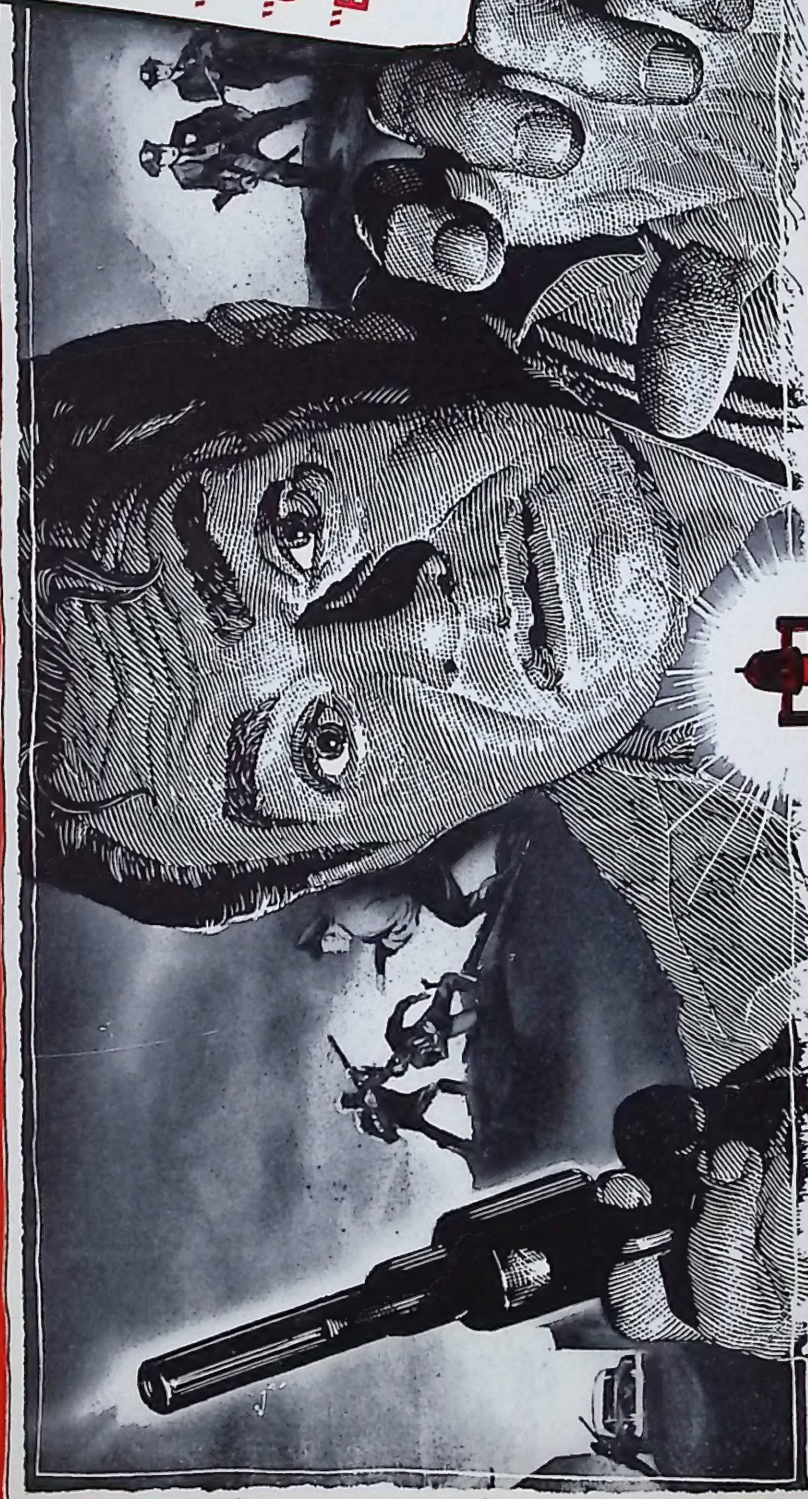
"Mounting suspense!"

"Grim and violent!"

"Expertly fashioned!"

—Harrison's Reports

—Variety



"BLACK"

A LEONARD GOLDSTEIN PRODUCTION

DIRECTED BY
HUGO FREGONESE

with
PETER GRAVES-JEAN PARKER

Original Story and Screenplay by SYDNEY BOEHM

Produced by ROBERT GOLDSTEIN

TUESDAY

thru
UA

The Day
The Killers Die!